



How to Engage Your Audience

TwoHeads

Sivan Felder

Chief Marketing Officer
TwoHeads

We work with companies who want to differentiate themselves from their competition by building a loyal audience through video





Storytelling through video



Scripting an emotional video



**How to use videos to get
people to take action**

Storytelling Through Video

What does that actually look like?



How Storytelling Increased This Nonprofit's Income by 36% In One Year

Storytelling

=

Getting People to Care



What you think your audience is doing

VS



What your audience is actually doing



From going on strike to remixing students... See More

152K 5.2K Comments 131K Shares

Like Comment Share

A Plus • Follow
29 April 2019 ·

a plus

The principal says,
"I'm sorry."

0:01 3:28

Everyone should hear this story from Unst... See More

43.3K 865 Comments 24.2K Shares

Like Comment Share

yslbeauty Sponsored

YVES SAINT LAURENT

YK Sugishita
Founder at CS Dojo / Former Software Developer at Google

עוד מקור הכנסה
Ad lp.2100academy.co.il התחילו כאן

Python Tutorial for Absolute Beginners #1 -
What Are Variables?

4M views

80K 1.2K Share Download Save

How Do You Get People to Care?


- Show one face
- Make it personal
- Make it relatable

Show One Face



Meet Your Rescuer - United Hatzalah's Volunteer EMT
Jennifer Starkman

Like Comment Share

 United Hatzalah of Israel [Follow](#)

63 9 Comments 6 Shares

Make it Personal



Make it Relatable



2 MINUTES
WITH JORDAN

2 Minutes with Jordan: Help...
Posted by Jewish Family and ...
84 Views



How to Script a Non-profit Video

Can you get your audience to pay attention?

How to Script Non-Profit Videos

- Start at the end
- Less Is More!
- Focus on one story
- Make it relatable to the viewer
- Emotion is in the details

Scripting worksheet

SCRIPT TEMPLATE
SOCIAL MEDIA VIDEOS

Main idea: What is the one idea you want your audience to walk away with?

Example: I want my audience to understand how to create compelling headlines for their videos.

Hook

Why should I watch this? What will I learn?
Why is this relevant to me?
Make your audience want to stay until the end
(2-3 sentences)

Example: How do you create a catchy hook for your video that will grab people's attention?
In this video I share three psychology-based tricks that you can use to write video hooks that capture your audience's attention.
And make sure to stay till the end, where I share a list of the 5 headlines that are guaranteed to make your audience stick around for more!



TWO HEADS

SCRIPT TEMPLATE
SOCIAL MEDIA VIDEOS

Cut to the chase

Choose 3-5 main bullet points and break them down into simple steps I can understand.

Example: Here are three tricks you can use to create captivating headlines for your video, so that people will have no choice but to watch!

3 helpful tips

1. Use the words "How, What or Why". Humans are curious animals. We always want to answer a riddle or crack the code. Starting your title off by posing it as a question will naturally spark your audience's curiosity and compel them to want to find out more.
2. Add a number.
3. Add one of Neil Patel's "4 U's"
Make the headline **unique**
Be **ultra-specific**
Convey a sense of **urgency**
Your headline has to be **useful**



TWO HEADS

SCRIPT TEMPLATE
SOCIAL MEDIA VIDEOS

Call To Action

What do you want your audience to do now?
Give them 1 task they can do easily

Example: If you're stuck on what types of topics to make your videos on, download my free Video Topics guide and come up with hundreds of topics your audience will love! Click the link in the description below.

Social Media Post

Micro Content Title (7-10 words, be specific: How to, or number):

Post (Hook, 3 main bullet points covered in video, CTA):



TWO HEADS

How to Get People to Watch a Video ...and then **Act**

This is not as easy as it looks.

- ★ What is the one goal of this video?
- ★ Who is the one person you are trying to speak to in this video?
- ★ What is the one thing you want them to think/feel/do?
- ★ What is the one thing they need to hear or see in order to achieve that?

★ What is the one goal of this video?
To get people to register for a fundraising event

★ Who is the one person you are trying to speak to in this video?
Local community members

★ What is the one thing you want them to think/feel/do?
Click on the link to find out more about the event

★ What is the one thing your audience needs to hear or see in order to get them to do that?
That all their friends will be there (FOMO)

Get started
right now




THE "KEEP IT SIMPLE"
VIDEO BRIEF

The Goal: What is the ultimate goal of this video?

The Audience: Who is my ideal target audience for this video?

The Relationship: At what stage in the relationship will my audience be watching this video?



The Platform: On which platform (s) will I post the video?

The One Thing: What is the one thing my audience needs to see or hear in this video in order for it to achieve its goal?





Sivan Felder



www.twoheadsil.com



sivan@twoheadsil.com